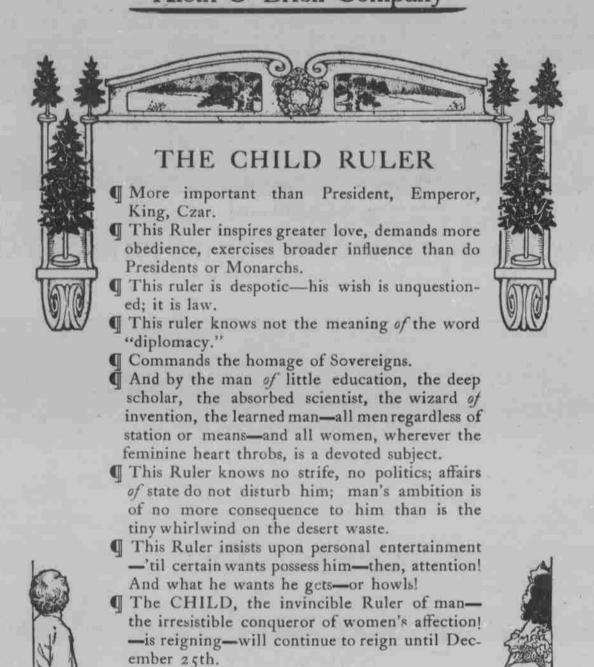
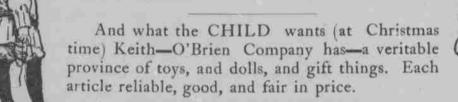
Kieth-O' Brien Company





Last Spring, as is the case every year, our toy buyer went direct to New York and visited big American and Importing houses. Stock selected with great care. Largest shipment of toys ever brought into the inter-Mountain West.

Because of the immensity of the purchase these toys were obtained at lowest possible prices. And we are selling them on close margin. We look for profit on volume of business only. The result is we are stirring the city with close selling prices—way lower than toy prices elsewhere in the city.